

INDEX TO VOLUME 74

January-December 1985

SUBJECT INDEX

COMPENSATION

A Catalyst for Change	Jan. p. 34
Comparable Worth: Is It the Answer?	Sep. p. 40
Compensation Plan Design: The Power Behind the Best High-Technology Companies	May p. 21
Executive Change and Changing Executives	Aug. p. 30
Fifteen Great Companies to Work For	Aug. p. 39
The 30-Hour Work Week: Standard for the Future?	July p. 40

CORPORATE AND ORGANIZATIONAL CULTURE

Damage Control in a Crisis	Dec. p. 42
Employee Ownership: The Rising Tide	March p. 40
Executive Change and Changing Executives	Aug. p. 30
Fuqua's Zigzag Road to Growth	Dec. p. 46
Houston Metro's Turnaround	Dec. p. 33
Is the Expert Manager a Dinosaur?	Aug. p. 51
Leadership: It's a Rare Blend of Traits	Aug. p. 24
Managing in the Belly of the Cow	June p. 46
NASA's Partnership with Industry	Dec. p. 30
NUMMI: The Best of Both Worlds?	Dec. p. 35
Preventing Acquisition Failures	Sep. p. 37
Productivity: The Missing Link in Corporate Strategy	March p. 44
Steelcase: Nice Guys Finish First	Nov. p. 46
Trans Union's Legacy: A Warning to the Board	Nov. p. 40
Trimming Corporate Waste Lines: The Participation Solution	Nov. p. 35
Walter Wriston: An Individual Retirement Account	Aug. p. 20
Whitehead on Takeovers	Dec. p. 59

COST CONTAINMENT

Comparable Worth: Is It the Answer?	Sep. p. 40
Financial Planning	Feb. p. 48
Funding for Discovery	July p. 24
Grounding Corporate Travel Costs	Nov. p. 27
Outside Resources: A Key to New Development	July p. 36
Preventing Employee Theft	Sep. p. 48
Productivity: The Missing Link in Corporate Strategy	March p. 44
Trimming Corporate Wastelines: The Participation Solution	Nov. p. 35

DECISION MAKERS

Allen, Dave	July p. 15
Bernstein, George L.	Nov. p. 20
Branson, Richard	Dec. p. 13
Cohen, Sheldon	Aug. p. 14
Cooney, Joan Ganz	Oct. p. 17
Cox, Allan	Aug. p. 14
Ehrich, Terry	Oct. p. 17
Elliott, Eleanor	June p. 15
Godlove, Linda	Nov. p. 20
Gore, Bill	March p. 14
Hawken, Paul	April p. 16
Heuston, Dustin	May p. 17
Horowitz, David	Oct. p. 17
Kurzweil, Raymond	July p. 15
Lipper, Arthur	May p. 17
Manzi, Jim	Sep. p. 14
Marriott, J. Willard	Jan. p. 17
McGovern, Gordon	Aug. p. 14
Moffitt, Phillip	April p. 16
Murray, J. Terrence	Feb. p. 18

Radzievsky, Yuri	Jan. p. 17
Shinn, George	Feb. p. 18
Stefanelli, Leonard	Dec. p. 15
Sullivan, Eugene	Nov. p. 20
Tobias, Andrew	Sep. p. 14
Ueberroth, Peter	Jan. p. 17
Volk, Steve	July p. 15
Wax, Ed	June p. 15
Webb, Jervis C.	March p. 14

EDUCATION

Business and Public Schools: The Boardroom Comes to the Classroom	Dec. p. 24
Challenge for the 80s: Retraining Managers, Not Workers	April p. 33
The Effects of Advanced Management Programs: Three Case Studies (Part I)	Aug. p. 44
	Sep. p. 51
Expressly American: Management's Task Is Internal Development	Feb. p. 24
The High Price of M.B.A. Mania	April p. 26
In Search of Tomorrow's Excellent Managers	April p. 40
Learning Skills for Life: Operation Enterprise	June p. 38
Macy's: Retailing's Harvard	June p. 28
Peak Experience: Managers in the Mountains	Dec. p. 18
Training Ground for Public Servants: The Coro Foundation	June p. 22
What Can Managers Learn From Their Subordinates?	July p. 28

ENTREPRENEURS

America's Space Entrepreneurs: What's Up in the Satellite Business?	July p. 19
America's Space Entrepreneurs Mean Business	May p. 33
Cultivating Entrepreneurism in Smokestack Industries	March p. 38
Managing Creativity	Jan. p. 42
Managing Internal Entrepreneurs	Jan. p. 30

HUMAN RESOURCES

AIDS in the Workplace	Dec. p. 49
Comparable Worth: Is It the Answer?	Sep. p. 40
The Effects of Advanced Management Programs: Three Case Studies (Part I)	Aug. p. 44
	Sep. p. 51
Executive Change and Changing Executives	Aug. p. 30
Fear and Hope in Youngstown	March p. 24
The Hedonist in the Gray Flannel Suit	April p. 30
The Human Element of Mergers	June p. 35

Humanities and Business: The Twain Shall Meet — But How?

Is There an Impostor In Your Office?	Sep. p. 44
Learning Skills for Life: Operation Enterprise	June p. 38
Managing Corporate Cultures	Feb. p. 30
Managing the Human Side of Change	April p. 52
The Next Elite: Manufacturing Tomorrow's Supermanagers	April p. 48
Training Ground for Public Servants: The Coro Foundation	June p. 22
Wanted: Discerning Managers	Feb. p. 40
Women: The More Committed Managers?	June p. 43

INTERNATIONAL

Consumers Around the World: Do They Have the Same Wants and Needs?	Jan. p. 26
Management Centre Europe: Correcting Continental Drift	Aug. p. 34
Positioning Your Company for Export Sales	Dec. p. 11

MANUFACTURING

America's Space Entrepreneurs: What's Up in the Satellite

INDEX TO VOLUME 74

January-December 1985

SUBJECT INDEX

COMPENSATION

A Catalyst for Change	Jan. p. 34
Comparable Worth: Is It the Answer?	Sep. p. 40
Compensation Plan Design: The Power Behind the Best High-Technology Companies	May p. 21
Executive Change and Changing Executives	Aug. p. 30
Fifteen Great Companies to Work For	Aug. p. 39
The 30-Hour Work Week: Standard for the Future?	July p. 40

CORPORATE AND ORGANIZATIONAL CULTURE

Damage Control in a Crisis	Dec. p. 42
Employee Ownership: The Rising Tide	March p. 40
Executive Change and Changing Executives	Aug. p. 30
Fuqua's Zigzag Road to Growth	Dec. p. 46
Houston Metro's Turnaround	Dec. p. 33
Is the Expert Manager a Dinosaur?	Aug. p. 51
Leadership: It's a Rare Blend of Traits	Aug. p. 24
Managing in the Belly of the Cow	June p. 46
NASA's Partnership with Industry	Dec. p. 30
NUMMI: The Best of Both Worlds?	Dec. p. 35
Preventing Acquisition Failures	Sep. p. 37
Productivity: The Missing Link in Corporate Strategy	March p. 44
Steelcase: Nice Guys Finish First	Nov. p. 46
Trans Union's Legacy: A Warning to the Board	Nov. p. 40
Trimming Corporate Waste Lines: The Participation Solution	Nov. p. 35
Walter Wriston: An Individual Retirement Account	Aug. p. 20
Whitehead on Takeovers	Dec. p. 59

COST CONTAINMENT

Comparable Worth: Is It the Answer?	Sep. p. 40
Financial Planning	Feb. p. 48
Funding for Discovery	July p. 24
Grounding Corporate Travel Costs	Nov. p. 27
Outside Resources: A Key to New Development	July p. 36
Preventing Employee Theft	Sep. p. 48
Productivity: The Missing Link in Corporate Strategy	March p. 44
Trimming Corporate Wastelines: The Participation Solution	Nov. p. 35

DECISION MAKERS

Allen, Dave	July p. 15
Bernstein, George L.	Nov. p. 20
Branson, Richard	Dec. p. 13
Cohen, Sheldon	Aug. p. 14
Cooney, Joan Ganz	Oct. p. 17
Cox, Allan	Aug. p. 14
Ehrich, Terry	Oct. p. 17
Elliott, Eleanor	June p. 15
Godlove, Linda	Nov. p. 20
Gore, Bill	March p. 14
Hawken, Paul	April p. 16
Heuston, Dustin	May p. 17
Horowitz, David	Oct. p. 17
Kurzweil, Raymond	July p. 15
Lipper, Arthur	May p. 17
Manzi, Jim	Sep. p. 14
Marriott, J. Willard	Jan. p. 17
McGovern, Gordon	Aug. p. 14
Moffitt, Phillip	April p. 16
Murray, J. Terrence	Feb. p. 18

Radzievsky, Yuri	Jan. p. 17
Shinn, George	Feb. p. 18
Stefanelli, Leonard	Dec. p. 15
Sullivan, Eugene	Nov. p. 20
Tobias, Andrew	Sep. p. 14
Ueberroth, Peter	Jan. p. 17
Volk, Steve	July p. 15
Wax, Ed	June p. 15
Webb, Jervis C.	March p. 14

EDUCATION

Business and Public Schools: The Boardroom Comes to the Classroom	Dec. p. 24
Challenge for the 80s: Retraining Managers, Not Workers	April p. 33
The Effects of Advanced Management Programs: Three Case Studies (Part I)	Aug. p. 44
	Sep. p. 51
Expressly American: Management's Task Is Internal Development	Feb. p. 24
The High Price of M.B.A. Mania	April p. 26
In Search of Tomorrow's Excellent Managers	April p. 40
Learning Skills for Life: Operation Enterprise	June p. 38
Macy's: Retailing's Harvard	June p. 28
Peak Experience: Managers in the Mountains	Dec. p. 18
Training Ground for Public Servants: The Coro Foundation	June p. 22
What Can Managers Learn From Their Subordinates?	July p. 28

ENTREPRENEURS

America's Space Entrepreneurs: What's Up in the Satellite Business?	July p. 19
America's Space Entrepreneurs Mean Business	May p. 33
Cultivating Entrepreneurism in Smokestack Industries	March p. 38
Managing Creativity	Jan. p. 42
Managing Internal Entrepreneurs	Jan. p. 30

HUMAN RESOURCES

AIDS in the Workplace	Dec. p. 49
Comparable Worth: Is It the Answer?	Sep. p. 40
The Effects of Advanced Management Programs: Three Case Studies (Part I)	Aug. p. 44
	Sep. p. 51
Executive Change and Changing Executives	Aug. p. 30
Fear and Hope in Youngstown	March p. 24
The Hedonist in the Gray Flannel Suit	April p. 30
The Human Element of Mergers	June p. 35
Humanities and Business: The Twain Shall Meet — But How?	April p. 36
Is There an Impostor In Your Office?	Sep. p. 44
Learning Skills for Life: Operation Enterprise	June p. 38
Managing Corporate Cultures	Feb. p. 30
Managing the Human Side of Change	April p. 52
The Next Elite: Manufacturing Tomorrow's Supermanagers	April p. 48
Training Ground for Public Servants: The Coro Foundation	June p. 22
Wanted: Discerning Managers	Feb. p. 40
Women: The More Committed Managers?	June p. 43

INTERNATIONAL

Consumers Around the World: Do They Have the Same Wants and Needs?	Jan. p. 26
Management Centre Europe: Correcting Continental Drift	Aug. p. 34
Positioning Your Company for Export Sales	Dec. p. 11

MANUFACTURING

America's Space Entrepreneurs: What's Up in the Satellite

Business?	July p. 19	Burke, Warner. NASA's Partnership with Industry	Dec. p. 30
Automation and Material Handling	July p. 33	Burson, Harold. Damage Control in a Crisis	Dec. p. 42
Buick City: Hope For Flint?	March p. 34	Byrne, John. The High Price of America's M.B.A. Mania	April p. 26
Competing Through Manufacturing: Robert Hayes on Revitalizing America	March p. 21	Carling, Francis. What Happened to the "Threat" of White-Collar Unionization?	March p. 52
Fear and Hope in Youngstown	March p. 24	Colker, James. Transformation of an Industrial City: High-Tech Comes to Pittsburgh	May p. 48
The Semiconductor Industry: Adapting to Change	May p. 53	Cooper, Kenneth C. The Six Levels of Sexual Harassment	Aug. p. 54
Smokestacks Revisited: The Future of High-Tech Workers	May p. 26	Couch, Vivian. See Thompson, Paul	
MARKETING			
Chips Off the Intel Block: Silicon Valley Management Styles	Sep. p. 28	Daspin, Eileen. Alvin Toffler: Riding the "Third Wave"	May p. 57
Consumers Around the World: Do They Have the Same Wants and Needs?	Jan. p. 26	Daspin, Eileen. Managing Expatriate Employees	July p. 47
On Taste and Style in Advertising	Jan. p. 37	Daspin, Eileen. Training Ground for Public Servants: The Coro Foundation	June p. 22
Packaging: The Importance of Being Noticed	Jan. p. 48	Diebold, John. Information Technology: Unleashing a New Era of Competition	Sep. p. 18
Selling America's Biggest Non-Bank Bank	Feb. p. 52	Diffily, Anne Hinman. The Greenhouse Compact That Failed in the Compact State	March p. 49
Taking Advantage of Deregulation: Image Counts	Feb. p. 43	Drake, Rodman L. Leadership: It's A Rare Blend of Traits	Aug. p. 24
OFFICE DESIGN			
Choosing the Best Open Space Plan	July p. 44	Dujardin, Pierre. The Effects of Advanced Management Programs: Three Case Studies (Part I)	Aug. p. 44
Not Just Another Pretty Space: Designing the Travelers Training Center	Feb. p. 37	(Part II)	Sep. p. 51
SALES			
How to Succeed in High-Tech Sales	Jan. p. 44	Evans, Heather. The Hedonist in the Gray Flannel Suit	April p. 30
Campus Recruiting Pays Off	April p. 60	Fenn, Robert S. and Theodore S. Hammer. Not Just Another Pretty Space: Designing the Travelers Training Center	Feb. p. 37
Packaging: The Importance of Being Noticed	Jan. p. 48	Fifteen Great Companies to Work For	Aug. p. 39
TECHNOLOGY			
Japan's Matrix of Nature, Culture, and Technology	May p. 42	Gibson, Cyrus F. and Patricia Kosinar. Meeting the Need for Information Technology Literacy	Sep. p. 25
Meeting the Need for Information Technology	Sep. p. 24	Giudice, John, Lee Gunderson, and Sandra Johnigan. Wanted: Discerning Managers	Feb. p. 40
The Myth of the Runaway Computer	May p. 38	Glaze, James A. The Semiconductor Industry: Adapting to Change	May p. 53
Smokestacks Revisited: The Future of High-Tech Workers	May p. 21	Goss, Maureen. Smokestacks Revisited: The Future of High-Tech Workers	May p. 26
Spellbound by Your Personal Computer?	Sep. p. 34	Goss, Maureen. The 30-Hour Work Week: Standard for the Future?	July p. 40
Transformation of An Industrial City: High-Tech Comes to Pittsburgh	May p. 48	Green, Mark and John F. Berry. Trimming Corporate Wastelines: The Participation Solution	Nov. p. 35
The View From Route 128: Four Computer Executives Speak	Nov. p. 43	Greenberg, Eric and Don Bohl. The Myth of the Runaway Computer	May p. 38
TRAVEL			
Grounding Corporate Travel Costs	Nov. p. 27	Greenberg, Jeanne. How to Succeed in High-Tech Sales	Jan. p. 44
Managing Expatriate Employees	July p. 47	Gunderson, Lee. See Giuffice, John	
AUTHOR INDEX			
Aberth, John. AIDS in the Workplace	Dec. p. 49	Hammer, Theodore S. See Fenn, Robert S.	
Baum, Bill and Kelly Williams. Tenneco: Building On Corporate Quality Through Good Health	June p. 51	Handman, Edward. OSHA's Being Destroyed From Within	July p. 52
Benningson, Lawrence A. Managing Corporate Cultures	Feb. p. 30	Harmon, Frederick G. and Garry Jacobs. Company Personality: The Heart of the Matter	Oct. p. 36
Berry, John F. See Green, Mark		Harmon, Gene L. Selling America's Biggest Non-Bank Bank	Feb. p. 52
Blackmon, Joyce McAnulty. Minority Recruitment: Working to Bridge the Gap	April p. 58	Harris, Hubert L. Financial Planning	Feb. p. 48
Blank, Sally J. Business and the Public Schools: The Boardroom Comes to the Classroom	Dec. p. 24	Hershey, Colin. See Hykes, Dennis	
Blank, Sally J. Trans Union's Legacy: A Warning to the Board	Nov. p. 40	Hirschfeld, Madeline. Is There An Imposter In Your Office?	Sep. p. 44
Bohl, Don. See Greenberg, Eric		Horton, Thomas R. Memo for Management: Management Forever!	Jan. p. 5
Bovarnick, Murray E. Comparable Worth: Is It the Answer?	Sep. p. 40	The Challenge of Change	Feb. p. 3
Bredau, Joseph T. Positioning Your Company for Export Sales	Dec. p. 11	Honing That Competitive Edge	March p. 3
Bulyk, John C. and Ellen Sokol. Is the Expert Manager a Dinosaur?	Aug. p. 51	Toward A Positive Future	April p. 3
		The Challenge of High Technology	May p. 3
		The Importance of Communications Skills	June p. 3
		Taking A Reading on Management	July p. 3
		The Style and Substance of Leadership	Aug. p. 3
		The Business of Managing Information	Sep. p. 3
		A Good Year At AMA	Oct. p. 5
		Deciding About Decision Making	Nov. p. 3
		Unlocking the Channels of Communication	Dec. p. 3
		Hughes, Martin J. White-Collar Organizing: We're Not Giving Up	March p. 4
		Hykes, Dennis and Colin Hershey. Cultivating Entrepreneurism in Smokestack Industries	March p. 38

1985 INDEX

Imberman, Arlyne J. <i>The Human Element of Mergers</i>	June p. 35	Riney, Hal. <i>On Taste and Style in Advertising</i>	Jan. p. 37
Jacobs, Garry. See Harmon, Frederick G.		Rowland, Robert A. <i>OSHA: Better Management, Better Services</i>	July p. 50
Jaffe, Betsy. <i>Multi-Modal Management: Your Brain as a Business Asset</i>	Sep. p. 21	Rutigliano, Anthony J. <i>Interview: John Naisbitt and Patricia Aburdene</i>	Oct. p. 33
Jennings, Olin R. <i>Preventing Acquisition Failures</i>	Sep. p. 37	Rutigliano, Anthony J. <i>Steelcase: Nice Guys Finish First</i>	Nov. p. 46
Johnigan, Sandra. See Giudice, John		Rutigliano, Anthony J. <i>Surgery on Healthcare Costs</i>	Oct. p. 24
Kanter, Rosabeth Moss. <i>Managing the Human Side of Change</i>	April p. 52	Salzman, Marian. <i>In Search of Tomorrow's Excellent Managers</i>	April p. 40
Keir, Linda. <i>Choosing the Best Open Space Plan</i>	July p. 44	Schmidt, Warren H. See Powell, Gary N.	
Keele, Reba. See Thompson, Paul		Schuster, Jay R. <i>Compensation Plan Design: The Power Behind the Best High-Technology Companies</i>	May p. 21
Keelor, Richard O. <i>The Fitness Edge in Business and Industry</i>	June p. 53	Selame, Elinor. <i>Packaging: The Importance of Being Noticed</i>	Jan. p. 48
Ken, Tobioka. <i>Japan's Matrix of Nature, Culture, and Technology</i>	May p. 42	Selame, Elinor. <i>Taking Advantage of Deregulation: Image Counts</i>	Feb. p. 43
Kiepper, Alan F. and Randolph Baker. <i>Houston Metro's Turnaround</i>	Dec. p. 33	Siegel, Sherry. <i>Competing Through Manufacturing: Robert Hayes on Revitalizing America</i>	March p. 21
Kilmann, Ralph H. See Mitroff, Ian I.		Smith, Jesse. <i>Campus Recruiting Pays Off</i>	April p. 63
Klein, Peter. <i>Outside Resources: A Key to New Development</i>	July p. 36	Smith, Roger. <i>Humanities and Business: The Twain Shall Meet — But How?</i>	April p. 36
Koeth, Barbara. <i>Expressly American: Management's Task as Internal Development</i>	Feb. p. 24	Sokol, Ellen. See Bulyk, John C.	
Koeth, Barbara. <i>The Making of Merchandising Executives—Macy's: Retailing's Harvard</i>	June p. 28	Solomon, Steven. <i>Walter Wriston: An Individual Retirement Account</i>	Aug. p. 20
Korn, Lester B. <i>Executive Changes and Changing Executives</i>	Aug. p. 30	Sullivan, Deidre. <i>Managing Creativity</i>	Jan. p. 42
Kosinar, Patricia. See Gibson, Cyrus F.		Thompson, Paul, Reba Keele, and Vivian Couch. <i>What Managers Can Learn From Their Subordinates</i>	July p. 28
Levinson, Robert E. <i>Why Decentralize?</i>	Oct. p. 50	Tigner, Brooks K. <i>Management Centre Europe: Correcting Continental Drift</i>	Aug. p. 34
Louis, J. C. <i>The Cola Wars: Thoughts From the Front</i>	Jan. p. 52	Vicere, Albert A. <i>Managing Internal Entrepreneurs</i>	Jan. p. 30
Louis, J. C. <i>Employee Ownership: The Rising Tide</i>	March p. 40	Walls, James. <i>Preventing Employee Theft</i>	Sep. p. 48
Lynch, Jeanne. <i>Leadership and the Board of Directors</i>	Aug. p. 27	Weaver, Janice. <i>What You Can Do About Sexual Harassment</i>	Aug. p. 55
Lynch, Jeanne M. and Dan Orne. <i>Managing in the Belly of the Cow</i>	June p. 46	Weiss, Joseph. <i>The View From Route 128: Four Computer Executives Speak</i>	Nov. p. 43
Lynch, Jeanne M. and Dan Orne. <i>The Next Elite: Manufacturing "Supermanagers"</i>	April p. 48	Weissman, George. <i>Artnerships: Business and Arts Together</i>	June p. 57
Marx, Nancy. <i>Chips Off the Intel Block: Silicon Valley Management Style</i>	Sep. p. 28	Werther, William, Jr. See Midas, Michael T., Jr.	
Meyer, Edward H. <i>Consumers Around the World: Do They Have the Same Wants and Needs?</i>	Jan. p. 26	Williams, Kelly. See Baum, Bill	
Midas, Michael T., Jr. and William Werther, Jr. <i>Productivity: The Missing Link in Corporate Strategy</i>	March p. 44	Willis, Rod. <i>Executive Compensation: How Much is Too Much?</i>	Feb. p. 60
Milite, George A. <i>A Catalyst for Change</i>	Jan. p. 34	Willis, Rod. <i>Fear and Hope in Youngstown</i>	March p. 24
Milite, George A. <i>Fuqua's Zigzag Road to Growth</i>	Dec. p. 46	Willis, Rod. <i>Peak Experience: Managers in the Mountains</i>	Dec. p. 18
Milite, George A. <i>Learning Skills for Life: Operation Enterprise</i>	June p. 38	Yallow, Rosalyn S. <i>Funding for Discovery</i>	July p. 24
Milite, George A. <i>Marilyn Machlowitz on Careers</i>	Sep. p. 57	Zetlin, Minda. <i>Grounding Corporate Travel Costs</i>	Nov. p. 27
Miller, Russell. <i>America's Space Entrepreneurs Mean Business</i>	May p. 33		
Miller, Russell. <i>America's Space Entrepreneurs: What's Up in the Satellite Business?</i>	July p. 19		
Miller, Russell. <i>Buick City: Hope for Flint?</i>	March p. 34		
Miller, Russell. <i>Earl Graves: Change Comes From the Top</i>	April p. 57		
Miller, Russell. <i>Inferential Focus: Managing With the Whole Brain</i>	May p. 59		
Miller, Russell. <i>Samurai Managers: The Way of the Ronin</i>	Aug. p. 61		
Miller, Russell. <i>A Switch in Time: The Success of Swatch</i>	Oct. p. 41		
Mitroff, Ian I. and Ralph H. Kilmann. <i>Will Bhopal Happen Again?</i>	Sep. p. 61		
Naisbitt, John. <i>Challenge for the 80s: Retraining of Managers, not Workers</i>	April p. 33		
Orne, Dan. See Lynch, Jeanne M.			
Patnode, Timothy S. <i>Spellbound By Your Personal Computer?</i>	Sep. p. 34		
Phillips, Edward E. <i>Who Will Win Under Deregulation</i>	Feb. p. 68		
Pierson, Robert A. <i>Automation and Material Handling</i>	July p. 33		
Posner, Barry Z. See Powell, Gary N.			
Powell, Gary N., Barry Z. Posner, and Warren H. Schmidt. <i>Women: The More Committed Managers?</i>	June p. 43		
Rath, J. Arthur. <i>Helping Employees Retire</i>	Oct. p. 46		

Order business books through AMA

Management books of all publishers can be ordered from the AMA bookstores at the locations listed below. Send a check covering the list price of each book (plus \$2.50 per order for postage to U.S. addresses, \$5 for seasmail and \$10 for airmail to foreign addresses), or place a credit card order by phone. Furnish exact titles, author and publisher, and your return address. (Publishers' prices are subject to change.) Payment must accompany orders (New York, Illinois, and Georgia residents include sales tax when ordering from within state). Allow three weeks for delivery. Make checks payable to:

THE AMA BOOKSTORE

New York: 135 W. 50th Street,

New York City 10020 (212 586-8100)

Georgia: 1197 Peachtree Street,

N.E. Atlanta 30361 (404 892-7599)

Illinois: 8655 West Higgins Road,

Chicago 60631 (312 693-5511)

AMA members are entitled to a 10% discount on books of most major publishers. To determine which are eligible, check with the AMA bookstore nearest you.

